Applicant : Oliver Frick, et al.
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US01

REMARKS

Claims 1-20 are pending, with claims 1, 6 and 10 being independent. By virtue of this response, dependant claim 6 is rewritten into independent form. Independent claims 1, and 10, along with dependent claims 3-5, 9, 12, 14-15, 17 are amended. Claims 2 and 13 are canceled. Claim 20 is added.

Claims 1, 2 and 10-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication, Pub. No. 2002/0082859 A1 to Lancos et all (Lancos), in view of U.S. Patent No. 6,078,928 to Schnase et al. (Schnase).

Claims 3-5 and 14-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lancos in view of Schnase, and further in view of U.S. Patent No. 6,657,543 to Chung et al. (Chung).

Claims 6-9 and 17-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lancos in view of Schnase, and further in view of U.S. Patent No. 6,804,330 to Jones et al. (Jones).

Regarding the rejection of claim 1 under 35 U.S.C. 103(a) as being unpatentable over Lancos in view of Schnase, Applicants respectfully submit Lancos and Schnase, neither alone or together disclose or properly suggest all of the features of independent claim 1, as amended.

For example, independent claim1 as amended, recites (with emphasis added):

"A method comprising:

reading a radio frequency identification (RFID) tag associated with a user, using an RFID sensor integrated with an information kiosk;

communicating with a Customer Relationship Management (CRM) system to obtain a user profile corresponding to the RFID tag;

accessing the situational information that includes information about the plurality of prospective sites;

executing a preselecting process operable to preselect for the user, a personalized subset of the prospective sites based on the user profile and the situational information, the preselecting process being executed by the CRM system;

generating an interface providing a personalized user agenda to the user for visiting the preselected personalized subset of prospective sites, based on the user profile, the situational information, and the preselected subset of prospective sites; and

outputting the interface to provide the personalized user agenda to the user using the information kiosk."

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Lancos does not suggest or describe executing a preselecting process operable to preselect for the user, a personalized subset of the prospective sites based on the user profile and the situational information, wherein the preselecting process is executed by the CRM system. In contrast, Lancos presents a generic list of all available events to the user, *see*, e.g., section 85 "the kiosk system processor ... presents a list of available events (rides, attractions, restaurants, etc.) and requests the guest to select an event." Therefore, Lancos's event list is not "a personalized subset of the prospective sites" as recited in claim 1.

Paragraph 2 of the Office Action asserts that "... the claimed situational information of prospective sites is provided by 'events' and is clearly specific to the user ...". Even assuming that this assertion is correct, Lancos relies on the user inputs to select events, *see*, e.g., section 85, "... after a guest selects an event with the use of the touch screen input device ....". The "selected event" of Lancos is not <u>preselected</u> for the user based on the user profile using the CRM system, as recited in claim 1.

Further, Schnase does not disclose or suggest at least "communicating with a Customer Relationship Management (CRM) system to obtain a user profile corresponding to the RFID tag". Rather, Schnase uses the alternative way of accessing user interests. Instead of using a CRM system, Schnase stores and accesses the "interest indexes" of the user in a portable device of the user, *see*, e.g., Schnase, Abstract "the system further includes means, such as, for example, an information kiosk for reading the stored indexes from the portable information storage devices and for retrieving the collected exhibit information related to those indexes stored on the portable information storage by the visitor". Moreover, Schnase's portable device is sufficient in providing an "interest index" to the system, and there is no reason for Schnase to use a CRM system to obtain a user profile, as recited in claim 1.

Additionally, Schnase does not disclose or suggest "generating an interface providing a personalized user agenda to the user for visiting the preselected personalized subset of prospective sites, based on the user profile, the situational information, and the preselected subset of prospective sites", as recited in claim 1. Schnase merely retrieves exhibit information from a content database based on the interest profile from a smart card. see, e.g., Fig. 5. Nowhere does

Schnase disclose or suggest "providing a personalized user agenda to the user for visiting the preselected subset of prospective sites", as recited in claim 1.

Therefore, Lancos and Schnase, neither alone or together disclose or suggest at least the elements recited in claim 1, nor are Jones and Chung cited for disclosing these features. Thus, Applicants submit that the combination of Lancos and Schnase do not support a *prima facie* case of obviousness in view of the amended claim 1. Applicants respectfully submit that claim 1 is allowable for at least the above reasons. Dependant claims 3-5 and 20 are also believed to be allowable for the same reasons.

Similarly, claim 6 recites "communicating with a Customer Relationship Management (CRM) system to obtain a user profile corresponding to the RFID tag; accessing situational information that includes information about a plurality of prospective sites; <u>executing a preselecting process operable to preselect a personalized subset of the prospective sites for the user based on the user profile</u> and the situational information, the preselecting process executed by the CRM system; <u>generating a personalized user agenda for visiting the preselected personalized subset of prospective sites</u>, based on the user profile, the situational information, and the preselected subset of prospective sites; and outputting at least a portion of the personalized user agenda to a mobile device. "

Claim 10 recites "a Customer Relationship Management (CRM) system that includes user profiles that associated with users and is operable to <u>preselect for the user a personalized subset of the prospective sites based on the user profile</u> and the situational information; wherein the information kiosk is operable to <u>obtain a user profile associated with the RFID tag based on reading the RFID tag and communicating with the CRM system</u>, and is further operable to use the CRM system to generate a personalized user agenda for visiting a preselected subset of the prospective sites, based on the situational information and the user profile."

Therefore, Lancos and Schnase, neither alone or together disclose or suggest at least the elements recited in claim 6 and 10. Thus, Applicants submit that the combination of Lancos and Schnase do not support a *prima facie* case of obviousness in view of amended claim 6 and 10.

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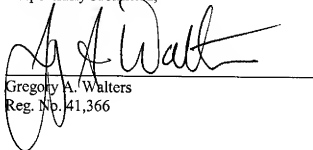Filed   : August 29, 2003
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Applicants respectfully submit that independent claims 6 and 10 and their respective dependant claims 7-9, 11-12, 14-19 are also allowable for at least the above reasons.

Finally, based on the above, all claims are believed to be in condition for allowance, and such action is hereby requested in the Examiner's next official communication.

Please apply any other charges or credits to Deposit Account No. 06 1050.

Respectfully submitted,

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Gregory A. Walters
Reg. No. 41,366

PTO Customer No.: 32864
Fish & Richardson P.C.
1425 K Street, N.W.
11th Floor
Washington, DC 20005-3500
Telephone: (202) 783-5070
Facsimile: (202) 783-2331

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